



Bicycle Rewards Program Information

The Town of Los Gatos, with the Santa Clara Valley Transportation Agency (VTA), has been awarded a \$12,000 grant from the Transportation for Clean Air Fund, TFCA, managed by the Bay Area Air Quality Management District. The following provides information on the grant's purpose and plans.

Bicycle Rewards Program Purpose:

This Bicycle Rewards program's purpose is to reduce vehicle emissions by providing incentives to people who change their transportation to riding a bike instead of driving a vehicle. The program is available to residents of Los Gatos (or people who work for Los Gatos businesses). Participants must sign-up to agree to reduce the number of vehicle round-trips by changing their mode of transportation from driving a vehicle in or about Town to bicycling. Acceptable round-trips include trips to work, school and errands, such as to the Library or to a store. Recreational use is not an allowable purpose. This program is effective beginning April, 2005 until grant funds are exhausted or through the end of this calendar year, whichever comes first. Participants must have a valid drivers license and currently use a vehicle for their transportation.

How to Become a Participant

An application form is required in advance of participating. Additionally, participants must provide verification of their valid drivers license and Los Gatos residency or employment. Participants will briefly meet with Town staff to review program requirements and process, to ensure documentation requirements are understood. Call (408) 399-5776 for more information or to schedule an appointment.

Incentive Details

Incentives will be available for each 10 round-trip bicycle trips that are exchanged for 10 vehicle round-trips. The amount of the incentive is equal to two (2) VTA transit passes, good for all-day travel on VTA (\$9.44). Incentives are issued after participants submit an *Incentive Reimbursement Request* form. Participants choose to receive incentives based upon their reward amount, either VTA transit passes or bicycle safety or maintenance merchandise from Los Gatos Bicycle shops. A list of authorized merchandise is given to participants, who may request to redeem their reward after each 10 round-trip increment, or can accumulate their rewards for higher priced items. A maximum of 100 round-trip rewards per participant is available during Phase One.

If funding is available, a second phase will be implemented in the summer allowing participants who have completed 100 round-trips to continue to participate and receive awards for an additional 100 round-trips. The second phase will be announced if funding is available.

Special Incentive for First 50 Participants Who Complete 10 Round-trip Exchanges

An extra incentive will be rewarded to the first 50 participants who reach 10 bicycle round-trips – a gift valued at \$20.00 will be rewarded: bicycle safety equipment (safety lights or other equipment).

For more information call (408) 399-5776 Mondays through Thursdays from 8AM-4PM.

April 4, 2005